

FOCUSS

Framework for Opportunity Convergence and the Utilization of Sustainable Solutions

2010 Spring North Carolina A&T State University Launches FOCUSS Idea Competition

The presidios campus of North Carolina A&T State University is the site of the initial FOCUSS (**Framework for Opportunity Convergence and the Utilization of Sustainable Solutions**) Idea Competition.



Created to stimulate constructive thought surrounding concepts of innovation and discovery, the FOCUSS Idea Competition provides students a unique opportunity to share and cultivate solutions to “real world” problem statements presented by sponsoring institutions. Competition is open to all current North Carolina A&T State University students.

The corporate Sponsor of the North Carolina competition is Archer Daniels Midland Company (ADM).



The competition started 1 February with online student entries and will culminate 24 February with live presentations and an awards ceremony on campus.

Three winners will be determined and awarded \$500 for first place, \$300 for first runner up and \$200 for second runner up. Additionally, the first-, second-, and third-place winners will have the opportunity to participate in a National FOCUSS Business Plan Competition.

For the Idea Competition, North Carolina A&T students have been given the opportunity to address **ONE** of the following problem statements submitted by ADM.

ADM will be developing a new process for cellulosic biofuel production. This process will be required to produce less overall CO2 emissions than produced per unit mass when starting from crude oil. Note, the process must have a competitive capital investment.

- **Which process developments should be prioritized and which ones delayed?**
- **How should biomass feedback be selected to maximize overall profits and minimize environmental impact?**
- **Considering that a number of biofuel options are possible, with different levels of oxygen content, what kind of biofuels should be targeted to have a firm footprint into the market?**

Ethanol production is rising. Yet, at the same time, a need exists to lower operating costs.

- **Which areas in ethanol production should be targeted for cost reduction and environmental impact?**

Biodiesel production through transesterification produces glycerol as a co-product.

- **How can this material value be improved through further chemical processing by means other than the most conventional ones?**



Timeline and Explanation

Idea Portal Opens:

1 February 2010

Idea Portal Closes:

14 February 2010

Finalists Selected:

18 February 2010

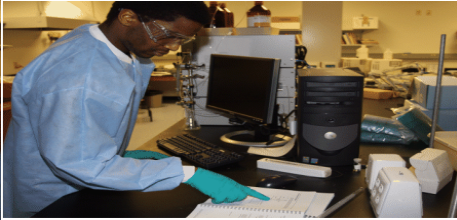
- A total of five (5) finalists will be selected from all of the initial submissions.

Live Competition and Awards:

24 February 2010

- Finalists will present their “idea” to an audience of peers, faculty, entrepreneurs and distinguished guests from ADM.
- Each finalist will have four (4) minutes to present their idea to a panel of judges who will then choose winners of the 2010 North Carolina A&T State University FOCUSS Idea Competition, sponsored by ADM.

Judging Process



Initial Submission:

1-14 February 2010

The initial submissions will be evaluated by a group of qualified individuals representing both the public and private sectors. Each submission will be judged on the following criteria:

- Statement of the idea (solution) to resolve the problem. (Are the answers to the submission question well written and clearly thought out?)
- How innovative/original is the idea?
- Does the idea provide a potential solution to a problem?

Finalist Presentations:

24 February 2010

The presentation will be four (4) minutes in length. Each presenter/ presenting team should include the following in their remarks:

- Restatement of the problem
- Statement of the idea (solution) to resolve the problem
- Statement of associated costs
- How the idea will benefit society

The final presentations will be evaluated by a group of qualified individuals, representing both the public and private sectors. All five (5) finalist teams/individuals will be invited to the awards banquet/celebration hosted by ADM and will be recognized during the dinner.

About North Carolina A&T State University

Located in Greensboro, North Carolina Agricultural and Technical State University is a public, comprehensive, land-grant university committed to fulfilling its fundamental purposes through exemplary undergraduate and graduate instruction, scholarly and creative research, and effective public service. The University offers degree programs at the baccalaureate, master's and doctoral levels with emphasis on engineering, science, technology, literature, and other academic areas.



As one of North Carolina's three engineering colleges, the University offers Ph.D. programs in engineering. Basic and applied research is conducted by faculty in university centers of excellence, in inter institutional relationships, and through significant involvement with several public and private agencies. The University also conducts major research through engineering, transportation, and its extension programs in agriculture.

The purpose of the University is to provide an intellectual setting where students in higher education may find a sense of identification, belonging, responsibility, and achievement that will prepare them for roles of leadership and service in the communities where they live and work. In this sense, the University serves as a

laboratory for the development of excellence in teaching, research and public service. Currently, North Carolina A&T nurtures ten thousand students.

Leading the Idea effort at North Carolina A&T is Thaddeus McEwen, Ph.D., Professor and Director, ICEEB, Department of Management, School of Business and Economics.



Dr. McEwen received his Ph.D. and MS from Southern Illinois University at Carbondale and his BS from the University of Technology, Jamaica.

He has been published in journals such as the Journal of Small Business Management, the Journal of Business and Entrepreneurship, the Entrepreneurial Executive, the Business and Professional Ethics Journal, and the Journal of Education for Business.

He is an active member of the United States Association of Small Business and Entrepreneurship, the Association for Small Business and Entrepreneurship, the Academy of Management, and the Small Business Institute Director's Association.

Areas of Concentration

- Electrical Mechanical
- Food Science/Processing
- Green Technology
- Information Technology
- Merchandising
- Sustainable Power Generation
- Water

About Archer Daniels Midland Company (ADM)

Incorporated in 1923, Archer Daniels Midland Company (ADM) is one of the world's leading processors and distributors of agricultural products for food and animal feed, with additional operations in transportation and storage of such products. Its principal operations are in the processing of soybeans, corn and wheat, the three largest crops in the United States. ADM also products cocoa beans, milo, oats, barley, and peanuts. The company's feed products are sold to farmers, feed dealers, and live stock producers, while its food products are sold to food and beverage manufacturers.

Among ADM's better-known products are NutriSoy, a soy protein; Navasoy Isoflavones, an ingredient used in dietary supplements; xanthan gum, a thickening agent used in food products such as salad dressings; citric acid and lactic acid, both used as food additives in food and beverage products to increase their acidity; natural vitamin E; and ethanol, an additive made from corn that is added to gasoline to improve the fuel efficiency of vehicles.

ADM has 247 processing plants (including those owned, leased or operated in joint ventures) in the United States and 121 overseas.

Idea Competition leadership from ADM has been provided by John Taylor, Director Corporate and Supplier Diversity.

John Taylor joined ADM in 1998. In his current role he is responsible for developing and administering the company's diversity strategies and initiatives. John began with ADM as a grain merchandiser.

He most recently served as director

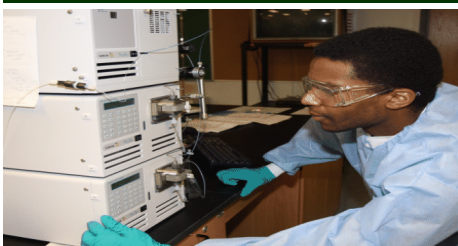
of supplier diversity and was named director of corporate supplier diversity in 2002. Prior to joining ADM, he served as marketing director for two environmental firms.



John received a Bachelor of Science degree in agribusiness from Ohio State University and a Master of Business Administration from Millikin University. He earned a diversity professional certification from Cornell University.

John serves as a board member for Community Investment Corporation of Decatur, Diversity Information Resources, Millikin University Alumni Association, and ORC Worldwide. In 2007, he received the Eagle Award for Leadership from the National Eagle Leadership Institute.

Contest Rules and Conditions



The FOCUSS Idea Competition is subject to these Official Rules. By participating, all entrants agree to be bound by these complete Official Rules. The following contest entry rules apply to the 2010 FOCUSS Idea Competition.

The Competition is open to all current North Carolina A&T State University students.

An idea can be submitted by a "team" (consisting of multiple people), but all team members must be current students of North Carolina A&T State University.

Once submitted, the idea is finalized for that round. If the team/individual advances in the competition, the idea may be amended. But note, although amendments can be made, the fundamental idea cannot change from round to round.

Finalists must be physically present to participate in the 24 February 2010 final judging.

All decisions of FOCUSS and the event Sponsor are final and binding, and entrants agree to waive any right to claim ambiguity in the Competition or these Official Rules, except where prohibited by law. By competing in this Idea Competition, all participants agree to release FOCUSS and the event Sponsor, its attorneys, affiliates, together with the respective directors, employees, officers, licensees, licensors and agents of each, including without limitation, their respective advertising and promotion entities and any person or entity associated with the production, judging, or administration of the Contest, (collectively, the Releasees) from any and all liability, loss or damage arising from or in connection with awarding, receipt and/or use or misuse of award or participation in any award-related activities.

FOCUSS and the event Sponsor reserve the right to use the Contest for publicity purposes in any media, and to use the name, likeness, entry materials and hometown name and/or award information of Selected Entrants as part of that publicity, without any compensation or prior review unless prohibited by law.

FOCUSS and the event Sponsor may cancel the contest for any reason, at their sole discretion. This Contest is void everywhere such contests are prohibited or restricted by law, and subject to applicable federal, state provincial and local laws.

(Continued on page 4.)

Contest Rules and Conditions Continued

FOCUSS and the event Sponsor reserve the right to disqualify any entrant it finds to be tampering with the entry process or the operation of the Contest or violating these Official Rules. The Releasees shall not be liable for: (i) late, lost, delayed, misdirected, incomplete unreadable, inaccurate, garbled or unintelligible entries, or communications; (ii) broadband, cable, telephone system, telephone or computer hardware, software or other technical or computer malfunctions, lost connections, disconnections, delays or transmission errors; (iii) data corruption, theft, destruction, unauthorized access to or alteration of entry or other materials; (iv) any injuries, losses or damages of any kind caused by acceptance of the award or resulting from acceptance, possession or use of an award, or from participation in the Contest; or (v) any printing, typographical, administrative or technological errors in any materials associated with the Contest.

FOCUSS and the event Sponsor disclaim any liability for damage to any computer system resulting from participating in, or accessing or downloading information in connection with this Contest, and reserve the right, in their sole discretion, to cancel, modify or suspend the Contest should a virus, bug, computer problem, unauthorized intervention or other causes beyond FOCUSS and Sponsors' control, corrupt the administration, security or proper play of the Contest. FOCUSS and the event Sponsor may prohibit an entrant from participating in the Contest or winning award if, in its sole discretion, it determines such entrant is attempting to undermine the legitimate operation of the Contest in any way by cheating, hacking,

deception, or any other unfair playing practices of intending to annoy, abuse, threaten or harass any other contestants or Sponsor's representatives.

Disputes regarding these Official Rules and/or this Contest will be governed by the internal laws of the State of Wisconsin. Any and all legal actions or claims arising in connection with this Contest must be brought in a court of competent jurisdiction within Wisconsin, and entrants agree to jurisdiction and venue in the courts of Wisconsin.

Entrant acknowledges and agrees that FOCUSS and the event Sponsor reserve the right to amend, modify or terminate the competition at any time.

CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE FOCUSS, SPONSORS AND/OR CONTEST-RELATED WEB SITES OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND WILL RESULT IN DISQUALIFICATION FROM PARTICIPATION IN THE CONTEST. SHOULD SUCH AN ATTEMPT BE MADE, FOCUSS AND SPONSORS RESERVE THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY FEES) TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

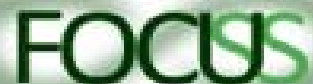
INTELLECTUAL PROPERTY RIGHTS: FOCUSS and the event Sponsor shall not be involved in any dispute and shall be held harmless and free of any liability in any dispute regarding intellectual property rights. By entering this Competition, Entrant warrants that Entry does not infringe on the Intellectual Property rights of others.

PRIVACY: All personal information collected by FOCUSS and the event Sponsor will be used for administration of the Contest. In addition entrants specifically opt in to receive e-mail correspondence from, or on behalf of FOCUSS and the event Sponsor, subject to FOCUSS and the event Sponsor's privacy policies.

FOCUSS and the event Sponsor comply with Federal CAN-SPAM guidelines and entrants may subsequently opt-out of receiving further e-mails. Any questions regarding privacy matters should be directed to the address set out below.

Disclaimer

All decisions of FOCUSS and the event Sponsor are final and binding. By submitting an entry, you agree that FOCUSS and any other party authorized by it shall have permission to publish any material contained in the submission. Award entry material is on the public record and no content will be treated confidentially. Preexisting understandings or conversations are not considered to be a part of this agreement. Thus, FOCUSS and the event Sponsor will only be responsible for written stipulations.



Contact FOCUSS

Floyd Rose, Ph.D.
Post Office Box 8577
Madison, WI 53708-8577
Phone: (608) 241-5858
Fax: (608) 241-9100
wsdcrose@aol.com
<http://www.foc-uss.com>